Whole Earth
MAGAZINE

1408 Mission Avenue
San Rafael, California 94901
TEL: 415 256 2800
FAX: 415 256 2808
email: info@wholeearthmag.com
www.wholeearthmag.com

July 30, 1999

Peggy Lauer
Executive Director
The Fred Gellert Family Foundation
One Embarcadero Center, Suite 2480
San Francisco, CA 94111-3738

Dear Ms. Lauer,

Enclosed is a grant proposal requesting $25,000 in general support from the Fred Gellert Family Foundation for Point Foundation's magazine, *Whole Earth*. Please don't hesitate to contact either of us should you have any questions about the proposal or require further information.

Sincerely,

Peter Warshall
Editor

Alexander H. Gault
Publisher

Editorial Board: Steve Barnett, Sue Hall, Wes Jackson, Aron Lavee, Jerry Mander, Vijaya Nagarajan, Sharyle Patton, Godfrey Reggio, Jonathan Sachs, Gary Snyder, Andrew Weil • *Whole Earth* is published by Point Foundation, a nonprofit educational organization.

Grant Proposal to the Fred Gellert Family Foundation

Date of application:	July 30, 1999
Date of incorporation:	1968
Organization name:	Point Foundation
Address:	1408 Mission Ave, San Rafael, CA 94901
Telephone number:	415-256-2800
Fax number:	415-256-2808
President:	Danica Remy
Contact person:	Alexander Gault; Publisher, *Whole Earth* magazine
Grant request:	$25,000
Period Grant will cover:	Year 2000
Type of request:	General Support
Area of request:	Environment
Total organizational budget:	$565,674
Starting date of fiscal year:	January 1

Point Foundation's mission: Point Foundation provides visionary and financial support for *Whole Earth* magazine. *Whole Earth* explores the deep relationships among the environment, the economy and technology. It offers access to tools, ideas and practices for self-education and collective action, guided by practical experience and understanding of nature and society.

Grant request: Point Foundation requests $25,000 for the general support of publishing *Whole Earth*, its flagship magazine.

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Grant Letter

The Point Foundation has been located in Marin County for over a quarter of a century. Since the publication of the *Whole Earth Catalog*, many have considered it a cultural icon of the county, a voice carrying the aspirations and inspirations of many Marinites. Dozens of artists, essayists, thinkers, philanthropists, and other activists from Marin and the Bay Area have kept Point Foundation thriving (see partial list attached).

In recent years, Point's primary mission has been to provide support for *Whole Earth,* the magazine of the *Whole Earth Catalog*. Over the years, Point has supported many other projects, including the Jonah Project (the first whale-saving program), the New Alchemy Institute, the Trust for Public Lands, and Heyday Books, (the leading publisher on California's native peoples and wildlife). It produced the first full-color map to show the earth's bioregions and helped launch the WELL, which pioneered community networking on the Internet.

Whole Earth has emerged as the only magazine to explicitly help local communities understand and work with the new global influences that influence their lives. The Spring 1998 issue was the first to cover the relationship of sustainability and finances, from grassroots groups printing local currencies to "tools" for shareholder activism to the future of the global monetary markets. Our Summer 1998 issue redefined local and global ecology to look at "ecostructure" as well as infrastructure in the discussion of community. The Fall 1998 issue revived interest in 'the Commons," pointing the way (Point Foundation's mandate) to new societal arrangements for a better common future. Our most recent issue addressed health and environmental issues of biotechnology; livable cities and urban sprawl; and common perspectives for agribusiness, local organic farmers, and consumers for understanding where to intervene in complex systems to achieve sustainable agriculture and healthy food.

Whole Earth believes that cultural change is complex and that change can come from unexpected sources and in unpredictable but creative ways. It is one of the only independent magazines that tries to bridge the widest possible readership of citizens involved in business, government, media, NGOs, and independent endeavors. It reports stories of partnerships ranging from ranchers joining together with conservationists to protect jaguars in the Southwest to the Dutch government's financial support for environmental groups. It was the first periodical to publish the scenarios of the World Business Council for Sustainable Development, to encourage wider participation in their formulation. It is not a throwaway magazine. Many readers still possess all their copies from the last thirty years. Our editor advises: Take three months to read each issue. Part of sustainability is slowing down and reflecting on difficult issues.

Whole Earth carries more book reviews than any comparable magazine in the nation. It is the only one that features so extensive a mix of the best books and tools on health and the environment; women's health; environmental education; biological conservation; green business; ecological economics; natural resource management; integrative medicine and

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healing; respect for cultures and ethnic differences; handicrafts and other traditional arts; human rights; life passages; and bioregions. Our outstanding editorial board includes among others poet Gary Snyder, UN women's coordinator Sharyle Patton, European sustainability scholar Wolfgang Sachs, professor Vijaya Nagarajan, Dr. Andrew Weil, and farmer/author Wes Jackson. Just as important are *Whole Earth*'s readers and past editors like Stewart Brand and Kevin Kelly, who continue to nurture the magazine with ideas and contributions. We might speculate that *Whole Earth* is one of the most collaboratively written media in the United States. When it encountered financial difficulties in 1996, more than 2,000 readers gave a total of over $140,000 to revive it. This may be unprecedented in US magazine history.

Funding and the Future

Whole Earth, like all non-profit magazines catering to an educated audience, cannot meet all its expenses through advertising, subscriptions, and newsstand sales. It is 70 percent self-sufficient, in contrast to most similar magazines, which are rarely 50 percent self-sustaining. It relies on gifts and grants for the balance. It publishes about 40,000 copies of each issue; circulation is about half by subscription and half distributed through newsstands, bookstores, and other outlets.

Whole Earth respectfully requests $25,000 from the Fred Gellert Family Foundation for general operating support to pursue the magazine's mission and to help achieve its goals expediently. These include printing on paper with higher post-consumer and recycled content; special guest-edited issues from other nations (see below); progress toward greater self-sufficiency by a direct-mail programs to likeminded people and organizations, such as the Peace Corps. We hope to increase our distribution of free copies to groups that can use them (we gave 500 copies of our issue on religion and environment to Marin groups; 150 copies of our Summer issue for use at a conference on sustainable cities; and 50 copies of the Summer issue to Hungary for the Balaton Group's meeting on sustainable development). We also look forward to using our facilities at the San Rafael Cultural Center (Falkirk) for "salons" and discussions of Bay Area bioregional issues.

With "seed capital," *Whole Earth* hopes to coordinate and edit one issue a year from another nation or region. The writers and editors would be local to that region, to avoid an American "filter," and allow residents of the region to present what is important to its environment, people, and social needs. Each issue will address population, biodiversity, equity, cultural pride and traditions, attitudes towards the major economic shifts they experience, and their relationship to the United States. Each issue will provide information on local grassroots groups that need connections to organizations that our readers may know about. In short, in the face of an out-of-control information highway, the magazine sees its role as a node for groups, businesses, and individuals to share ideas and form partnerships that reduce suffering and accelerate positive change.

Whole Earth has identified editors and writers and artists for the following issues:

- Bilingual issue on the US/Mexico border

- The New Europe from a bioregional perspective
- The Futures of India
- The US/Canadian border (written by Canadians)

In addition, *Whole Earth* is planning features which parallel the Gellert Foundation's interest in youth and families. We are assembling high school teachers to edit a section about high schools, presenting the point of view of dedicated and serious educators. One of our readers is organizing and analyzing women's juvenile-justice issues in jails and courts for Congress, and will cover them for us next year. We have gathered other material on issues rarely covered by the mainstream media. These include: how households function today in regions of the US and the planet; vocabularies invented by children of broken families and street orphans to create new, less-loaded words for family and friendship; how new techniques of blood analysis and genetics relate to questions about kin groups and tribes (e.g., out-marriage and tribal status among Native Americans; preference for the term "multi-racial" rather than Hispanic or African- or Asian-American); genetics as an ideology used for social manipulation; how alliances among ethnic groups modify the global economy.

Other future features include "Conscience and the Car"—the ethical and ecological issues of our favorite vehicle, and a special focus on aging. Future issues will continue to help readers track the watershed economics and ecology of edible commodities (such as aquaculture, bio-engineered livestock and dairy, and sugar and artificial sweeteners). More detail is available on all these issues upon request.

Key Staff

Peter Warshall is editor of *Whole Earth*. He has graduate degrees in both anthropology and biology. He was an elected official in Bolinas and built the first total recycling sewage plant, which is now a famous bird sanctuary. He helped to preserve Bolinas Lagoon and work out the relationship of Bolinas, agricultural lands, and the Pt. Reyes National Seashore. He has worked extensively with native peoples in both the US and Africa. He works with socioeconomic and ethnic groups ranging from many small towns and watersheds throughout the American West to environmental work for such corporations as General Mills, Volvo, and SAS Airlines. He has written for both peer-reviewed technical journals and the general public for thirty years.

Alexander Gault is the publisher of *Whole Earth*. Alex has Alex over ten years of experience in magazine and book publishing. Before joining *Whole Earth*, he helped launch and manage the *Shambhala Sun*, a consumer magazine with a spiritual focus, recently awarded the 1998 *Utne Reader* Alternative Press Award for General Excellence. Previously Alex held management positions with Harcourt Brace and International Thomson Publishing.

Michael Stone is Managing Editor. He has worked as a reporter for the Toronto Star, the New York Times and others. At World College in Marin, he directed the General Studies program, was Academic Vice President and Interim president.

List of Current and Former Marin County Contributors to *Whole Earth*

Staff
Stewart Brand
Howard Rheingold
Peter Warshall
Lyssa Mudd
Winslow Colwell
Jon Goodchild
Michael Stone

Art and Graphics
Arthur Okamura
Ken Botto
Linda Connor
Jack Fulton
Bill Johnson
Isabella Kirkland
Phil Frank
Kathleen O'Neill
Keith Hansen

Writers
Joanne Kyger
Gary Snyder
Annie Lamott
Peter Coyote
Katy Butler
Anne Herbert
Lewis MacAdams
David Meltzer
Diane DiPrima
Robert Creeley
Joan McIntyre
Peter Calthorpe
Ran Dass
Paul Hawken
Joe Flower
Jane Hirshfield
Lewis Engel
Jules Evens
David Chadwick
Larry Brilliant
Sadja Greenwood
Joe Bacon

Specialty Editorial
Lloyd Kahn
Jaron Lanier
Huey Johnson
Sharyle Patton
Orville Schell
Dennis Breedlove
John Grissam
Rusty Schweikart
Nancy Ramsey
Daphne Derven
Baker Roshi
Sara Hammond
Lexi Rome
Michael Lerner
Dave DeSante
Marty Krasney
Rick Fields
Catherine Caufield
Jerry Mander
Mark Dowie
oMichael Phillips
Kate Curry

The Point Foundation

Board President

Danica Remy is Vice President of Knowledge Universe.
Knowledge Universe
150 Shoreline Drive
Redwood City, CA 94065
650.628.3266

Board Secretary

Esther Eidinow is a Bay Area editor and writer.
1914 Lake Street
San Francisco, CA 94121
415.553.8871

Board Members

Diana Hadley is an environmental historian and author and works with Arizona State Museum, University of Arizona.
350 South Grande
Tuscon, AZ 85745
520.622.7301

Robert Hillman is a filmmaker whose work has been nominated for an Academy Award for documentary filmmaking and three Emmy Awards.
Cinergy Films
254 Willamette Ave.
Kensington, CA 94708
707.829.2610

L. Hunter Lovins is the President and Executive Director of Rocky Mountain Institute, a resource policy center in Snowmass, Colorado.
Rocky Mountain Institute
1739 Snowmass Creek Rd.
Snowmass, CO 81654-9199
970.927.3851

Other Funding Sources Being Approached

Foundation For Deep Ecology (San Francisco, CA). Requesting $75,000. Pending.

Starfire Fund (New York, NY). Requesting $5,000. Committed.

Wildwood Enterprises (Santa Monica, CA). Requesting $25,000. Pending

Major Donors in 1998-1999

Windfall Foundation (New York, NY). $20,000

Anonymous gift. $150,000.

Foundation for Deep Ecology (San Francisco, CA). $20,000.

Preservation Fund (Tucson, AZ). $20,000.

Whole Earth - 1999 Budget

7/27/99

	April	May	June	July	August	September	October	November	December	January	February	March	Total
REVENUE													
Subscriptions	11,500	13,000	20,500	18,600	19,700	29,400	36,000	26,300	26,800	22,600	18,400	25,400	268,200
Newsstand	1,000	9,000	14,000	3,000	7,000	13,000	2,500	8,500	15,000	3,300	9,000	14,000	99,300
Advertising	400	800	6,500	300	1,200	6,300	600	1,400	7,100	700	1,400	7,300	32,800
Development	5,000	2,000	20,000	20,000	10,000	15,000	12,000	12,000	20,000	10,000	10,000	10,000	146,000
Ancillary *	1,700	1,700	1,700	1,700	1,700	1,700	1,700	1,700	1,700	1,700	1,700	1,700	20,400
TOTAL INCOME	19,600	26,500	62,700	43,600	39,600	65,400	52,800	49,900	70,600	38,300	40,500	58,400	566,700
EXPENSES													
Circulation	3,200	6,400	5,200	3,500	6,900	7,100	3,300	7,500	15,800	4,600	6,700	6,900	77,100
Advertising	0	250	250	100	250	250	100	350	250	100	250	250	2,400
Development	200	200	200	200	200	200	200	200	200	200	200	200	2,400
Editorial	14,000	14,000	13,000	14,000	14,000	13,000	15,000	14,000	13,000	15,000	14,000	13,000	166,000
Production	0	29,000	7,000	0	29,000	8,000	0	30,000	8,000	0	30,000	8,000	149,000
General Admin	12,700	12,700	12,700	12,800	12,800	12,800	12,800	12,800	12,800	12,800	12,800	12,800	153,300
Debt Service	0	0	0	0	5,000	0	0	4,474	6,000	0	0	0	15,474
TOTAL EXPENSES	30,100	62,550	38,350	30,600	68,150	41,350	31,400	69,324	56,050	32,700	63,950	41,150	565,674
OPERATING INCOME	-10,500	-36,050	24,350	13,000	-28,550	24,050	21,400	-19,424	14,550	5,600	-23,450	17,250	1,026
CUMULATIVE INCOME	40,000	29,500	-6,550	17,800	30,800	2,250	26,300	47,700	28,276	42,826	48,426	24,976	42,226
CASH BALANCE	29,500	-6,550	17,800	30,800	2,250	26,300	47,700	28,276	42,826	48,426	24,976	42,226	43,252
Debt (balance)			*48,200*	*48,595*	*44,000*	*44,367*	*44,736*	*40,635*	*34,974*	*35,265*	*35,559*	*35,855*	*35,855*

Notes

* Ancillary revenue includes: Millennium Whole Earth Catalog sales, permissions & licensing fees, and book sales.

1. Based on actual revenues and expenditures in 1998. Although growth in revenues is anticipated, we have forecasted income based upon 1998 rates.

2. Payroll is allocated by department. Advertising and circulation payroll items are allocated as general administration costs.

Whole Earth magazine
Balance Sheet
As of December 31, 1998

	Dec 31, '98
ASSETS	
Current Assets	
Checking/Savings	
WFB-Checking	184.54
WFB-MM	58,959.82
Fleet	11,579.24
Petty Cash	-11.68
Charles Schwab	41.90
Total Checking/Savings	70,753.82
Accounts Receivable	
Accounts Receivable	27,534.94
Total Accounts Receivable	27,534.94
Other Current Assets	
Prepaid Expenses	
Kaiser	590.69
Postage	3,095.35
Total Prepaid Expenses	3,686.04
Undeposited Funds	441.00
Total Other Current Assets	4,127.04
Total Current Assets	102,415.80
Fixed Assets	
Equipment	
Equipment	155,753.61
Computers	7,602.15
Telephone Systems	935.00
Equipment - Other	-14,464.00
Total Equipment	149,826.76
Accum. Depreciation	-126,871.00
Total Fixed Assets	22,955.76
Other Assets	
Investments	30,000.00
Total Other Assets	30,000.00
TOTAL ASSETS	155,371.56
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
Accounts Payable	17,731.11
Total Accounts Payable	17,731.11
Credit Cards	
VISA-Fleet	181.81
Total Credit Cards	181.81
Other Current Liabilities	
Payroll Liabilities	

	Dec 31, '98
Workers Comp Ins.	87.58
Total Payroll Liabilities	87.58
Deferred Revenue	238,882.88
Total Other Current Liabil...	238,970.46
Total Current Liabilities	256,883.38
Long Term Liabilities	
Note-Endswell	37,876.00
Total Long Term Liabilities	37,876.00
Total Liabilities	294,759.38
Equity	
Opening Bal Equity Adj.	5,978.38
Net Assets	-247,864.53
Net Income	102,498.33
Total Equity	-139,387.82
TOTAL LIABILITIES & EQUITY	155,371.56

INTERNAL REVENUE SERVICE
EP/EO

Internal Revenue Service
EP/EO Disclosure Desk
P.O. Box 2350 Los Angeles, CA 90053

Person to Contact:
L. Barragan (A to K)
F. Miraflor (L to Z)
Telephone Number:
(213)894-2336
Refer Reply to:
92-432
Date: JAN 10 1992

POINT FOUNDATION

27 GATE 5 RD
SAUSALITO, CA 94965

RE: 94-2147154
POINT FOUNDATION

Gentlemen:

This is in response to your request for a determination letter of the above-named organization.

A review of our records indicates that the above-named organization was recognized to be exempt from Federal income tax in December 1969, as an organization described in Internal Revenue Code section 501(c)(3). It is further classified as an organization that is not a private foundation as defined in section 509(a) of the code, because it is an organization described in section 509(A)(2).

This letter is to verify your exempt status and the fact that the determination letter issued in December 1969 continues to be in effect.

If you are in need of further assistance, please feel free to contact me at the above address.

We appreciate your cooperation in this regard.

Sincerely,

Disclosure Assistant

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July 30, 1999

Peggy Lauer
Executive Director
The Fred Gellert Family Foundation
One Embarcadero Center, Suite 2480
San Francisco, CA 94111-3738

Dear Ms. Lauer,

On behalf of the Point Foundation board of directors, I am writing to confirm that we have passed a resolution authorizing the submission by Alexander Gault of a grant proposal for general support to the Fred Gellert Family Foundation.

Sincerely,

Danica Remy
President
Point Foundation

EDITORIAL BOARD: STEVE BARNETT, SUE HALL, WES JACKSON, JARON LANIER, JERRY MANDER, VIJAYA NAGARAJAN, SHARYLE PATTON, GODFREY REGGIO, WOLFGANG SACHS, GARY SNYDER, ANDREW WEIL • *WHOLE EARTH* IS PUBLISHED BY POINT FOUNDATION, A NONPROFIT EDUCATIONAL ORGANIZATION.

THE FRED GELLERT FAMILY FOUNDATION

November 30, 1999

Mr. Alexander Gault
Publisher
Point Foundation
1408 Mission Avenue
San Rafael, CA 94901

Dear Mr. Gault:

The Board of Directors of The Fred Gellert Family Foundation, in a meeting held Tuesday, November 23, 1999, approved a grant of $5,000.00 for your organization. The enclosed check is in support of *Whole Earth*, and research toward a Netherlands-based issue of the magazine.

In keeping with recent Internal Revenue Service requirements, we ask that you send an acknowledgment of our grant, noting the date and exact amount by December 15, 1999. Additionally, please return an end of period report on the enclosed form by August 1, 2000.

The directors are pleased to present this grant to Point Foundation for your important work. We wish you well in your upcoming endeavors.

Sincerely,

THE FRED GELLERT FAMILY FOUNDATION

Fred Gellert, Jr.
Chairman

FGJ:pl

Enclosures

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Faxed 12/16/99

December 16, 1999

Fred Gellert, Jr.
Chairman
The Fred Gellert Family Foundation
One Embarcadero Center, Suite 2480
San Francisco, CA 94111-3738

Dear Mr. Gellert,

On behalf of Point Foundation and *Whole Earth* magazine, I would like to thank the Fred Gellert Family Foundation for it's grant of $5,000 for support of Whole Earth, and research towards a Netherlands-based issue of the magazine. The grant was received on December 6, 1999.

Enclosed is a copy of the IRS letter confirming Point Foundation's 501(c)(3) status.

If you have any questions about the magazine, please do not hesitate to contact me.

Regards,

Alexander Gault
Publisher

EDITORIAL BOARD: STEVE BARNETT, SUE HALL, WES JACKSON, JARON LANIER, JERRY MANDER, VIJAYA NAGARAJAN, SHARYLE PATTON, GODFREY REGGIO, WOLFGANG SACHS, GARY SNYDER, ANDREW WEIL ▸ *WHOLE EARTH* IS PUBLISHED BY POINT FOUNDATION, A NONPROFIT EDUCATIONAL ORGANIZATION.